

Competitive Analysis & Moodboard

Seven Seas Roasting Co.

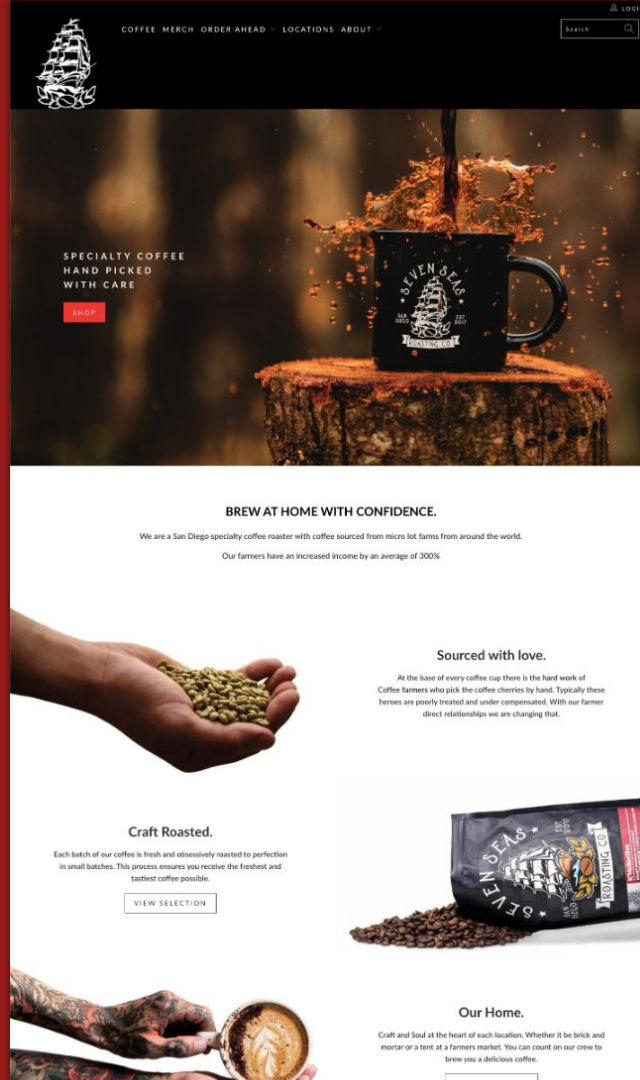
Team Espresso

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Introduction

Seven Seas Roasting Co. is a coffee establishment serving coffee at cafes in many locations. Their website focuses on on selling their coffee beans, subscriptions, and wholesale. In Southern California, they have three locations: San Diego, Solana Beach, and Aliso Viejo.



Competitors

The logo for Onyx Coffee Lab features the word "ONYX" in a large, bold, black serif font. Below it, the words "COFFEE LAB" are written in a smaller, black, sans-serif font.

Onyx Coffee
Lab

The logo for Bird Rock Coffee Roasters is set against a teal square background. It features a white line-art illustration of a vintage car with a coffee bean on its side. Below the illustration, the words "BIRD ROCK" are in a large, white, sans-serif font, followed by "COFFEE ROASTERS" and "CALIFORNIA" in smaller white sans-serif fonts.

Bird Rock
Coffee Roasters

The logo for Verve Coffee Roasters consists of the word "VERVE" in a large, black, serif font. Below it, the words "COFFEE ROASTERS" are written in a smaller, black, sans-serif font.

Verve Coffee

The logo for Blue Bottle Coffee features a blue silhouette of a bottle. Below the bottle, the words "BLUE BOTTLE" are in a bold, black, sans-serif font, and "COFFEE" is in a smaller, black, sans-serif font.

Blue Bottle
Coffee

The logo for Lofty Coffee features the word "lofty" in a stylized, brown, sans-serif font. A green leaf-like graphic is integrated into the letter 'y'. Below the word, a green wavy line suggests a coffee bean or a splash.

Lofty Coffee

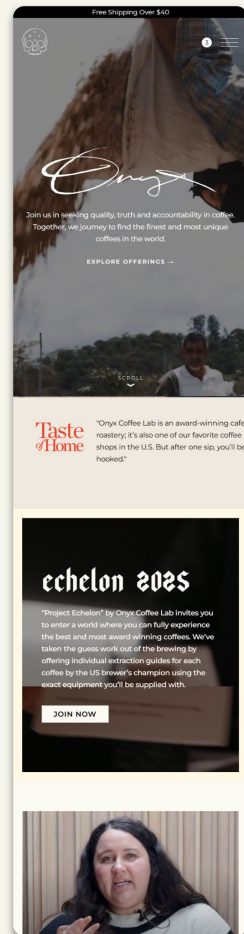
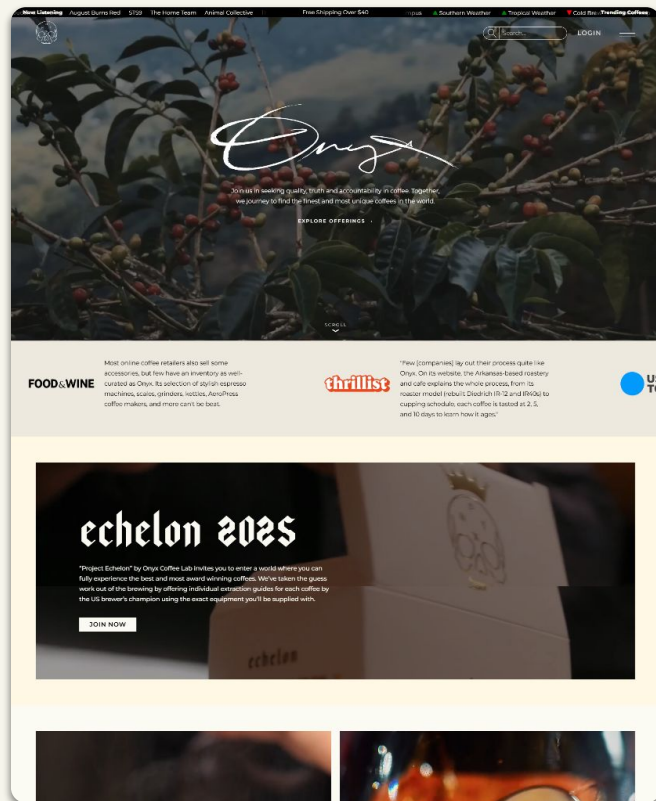
* We chose these competitors because (1) our stakeholders mentioned a few of these examples as the ideal site design (Onyx/Verve), and (2) the others are popular local specialty coffee roasters with great website designs and content

Branding

How do these businesses represent themselves through visuals (images, videos, logos, colors, etc)?

Onyx Coffee Lab

- Onyx Coffee Lab's website exudes a grunge atmosphere with its usage of dark colors and skull logo. Their website focuses on using videos to showcase their coffee bean production process.
 - Dark, sleek, grunge aesthetic
 - Videos over pictures
 - A lot of text animations



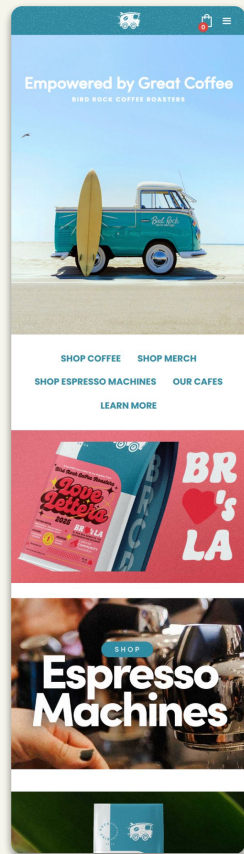
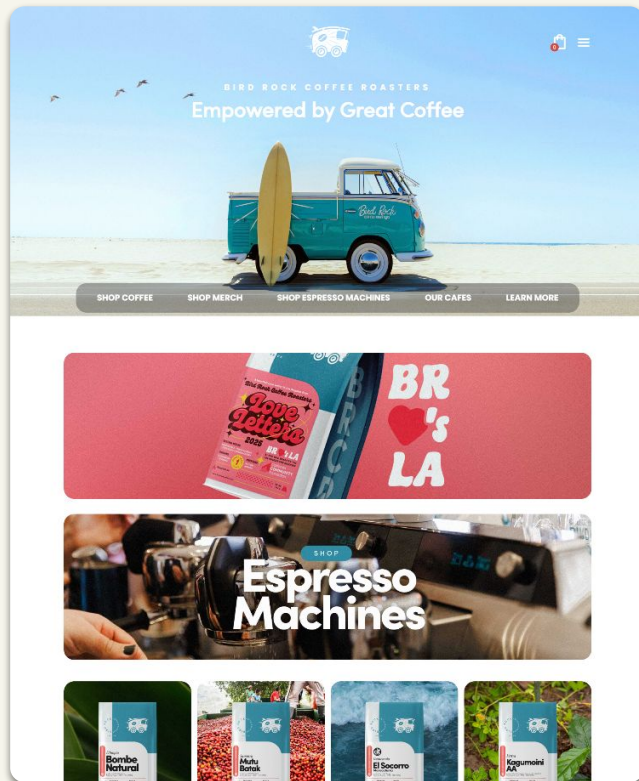
Onyx Coffee Lab

- **Logo:** Simple black and white serif logo appears on all their coffee packaging; White skull with ONYX appears on their website
- **Colors:** Black, Beige, White
- **Slogan:** "Never Settle for Good Enough"



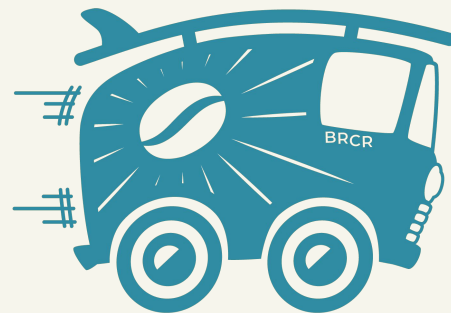
Bird Rock Coffee Roasters

- Bird Rock Coffee conveys a warm and beachy atmosphere with their website. They highlight all of their coffee offerings and services with fun imagery and bubbly visual design.
 - Bubbly, warm, and beach aesthetic
 - Less visuals of coffee compared to other coffee shop sites



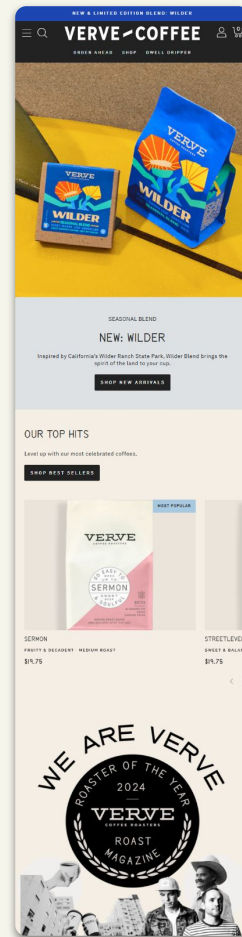
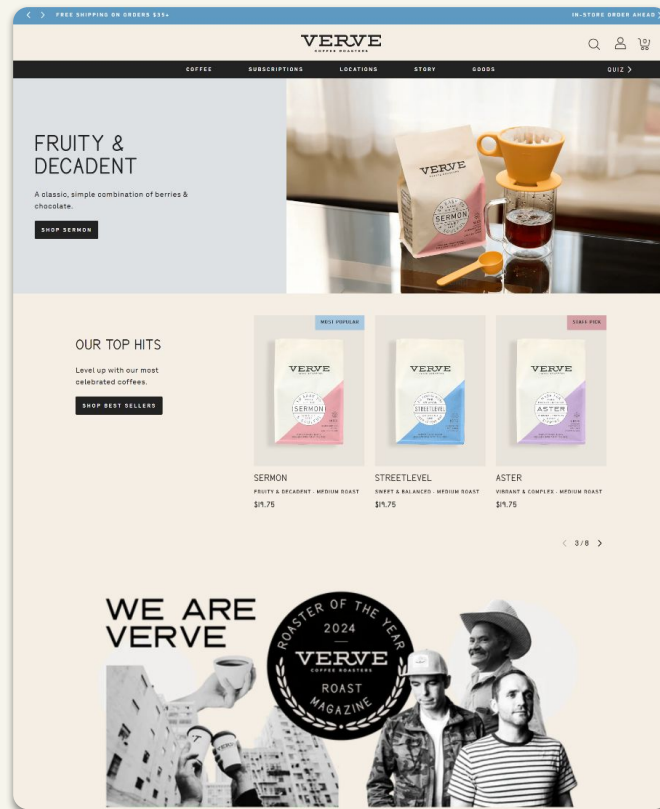
Bird Rock Coffee Roasters

- **Logo:** Simple lineart of a van with a coffee bean with either their full name "Bird Rock Coffee Roasters" or the initials BRCR
- **Colors:** Teal, Red, White, Dark Gray
- **Slogan:** Empowered by Great Coffee



Verve Coffee

- Verve Coffee has a modern and earthy vibe with its color schemes being muted color scheme and beige background. Their website focuses on their coffee beans.
 - Simple and minimalistic
 - Main focus on coffee beans and subscriptions



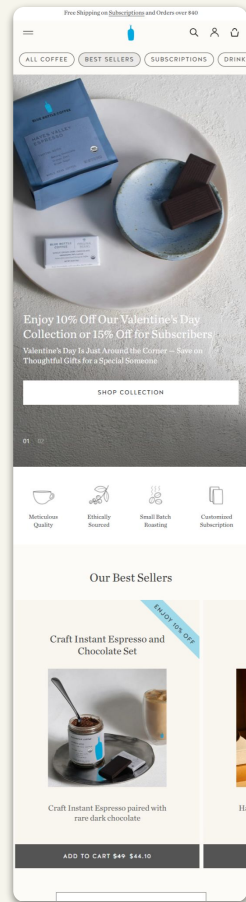
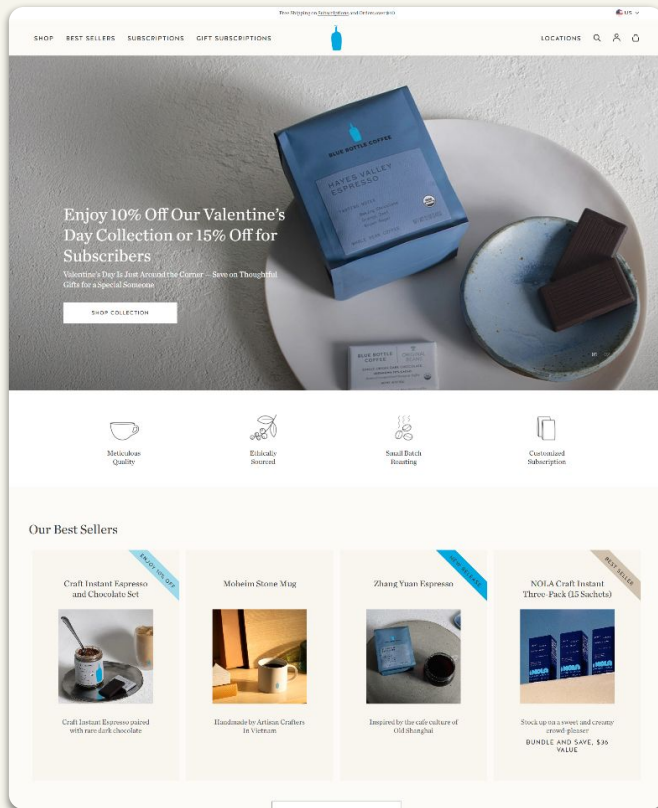
Verve Coffee

- **Logo:** Earthy and calming. Full-sized logo is a simple text of their name Verve, and shorted logo is just the initial "V"
- **Colors:** Beige, Black, Green, muted rainbows



Blue Bottle Coffee

- Blue Bottle Coffee's website showcases the coffee subscription and best sellers with simple images and icons.
 - Modern
 - Minimalistic



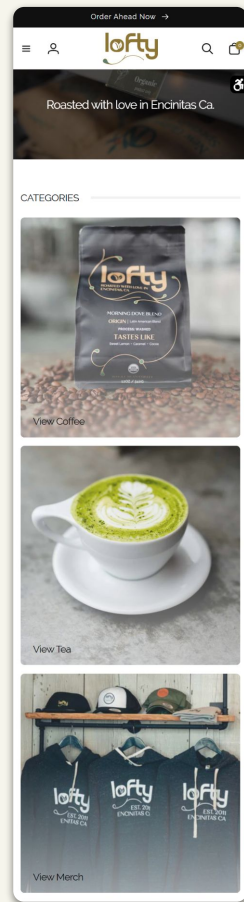
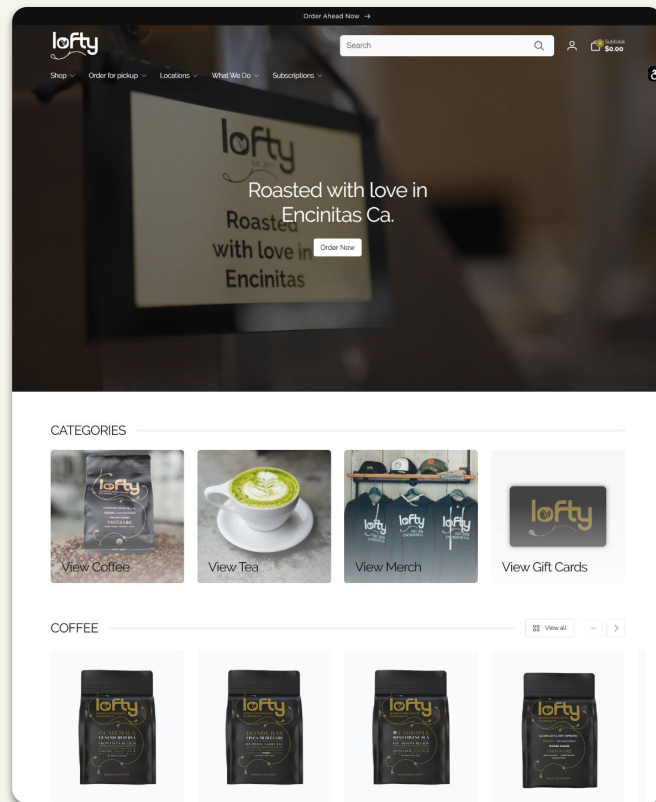
Blue Bottle Coffee

- **Logo:** Simple. A blue bottle, sometimes with the name of the place and sometimes without
- **Colors:** Dark Gray, Blue, Beige, White



Lofty Coffee

- Lofty Coffee's website focuses on their locally roasted coffee beans and products over aesthetics. The homepage animation shows off the process from farm to coffee cup.
 - Earthy
 - Simple



Lofty Coffee

- **Logo:** Their name "Lofty" with a coffee bean and leaf inside of the "O" with a branch underneath. Simplified logo is the coffee bean and leaf inside of the "O"
- **Colors:** Golden Brown, Green, White
- **Slogan:** Roasted with love in Encinitas Ca.



Takeaways

- For our branding, the general identity fits more into the darker and grungy vibe similar to that of **Onyx Coffee**. Besides the dedication to a dark color palette, their logo is a skull and the font they use resembles a blackletter or Gothic-style typeface.
- Be consistent with colors to match the brand identity. Websites for **Blue Bottle Coffee** and **Lofty Coffee** flow smoothly because colors are consistent and match the brand. Even though the website for **Verve Coffee** does not keep colors consistent, their website flows nicely because the colors they use are muted, evoking earthiness and warmth.
- As demonstrated by **Onyx Coffee** and **Lofty Coffee**, we want to incorporate videos in our website to highlight the coffee, whether they're videos of coffee production or coffee showcasing.

Functionality

Dynamic features from our competitors
we want to implement

Key Functionalities

Coffee bean recommendation

(offered by few competitors)

Quick add to cart

(offered by most competitors)

Map of locations

(offered by most competitors)

Interactive menu

(offered by no competitors)

Mailing list

(offered by most competitors)

Subscription system

(offered by most competitors)

Wholesale system

(offered by few competitors)

Log in/create an account

(offered by all competitors)

Ratings and reviews

(offered by few competitors)

Information for each location

(offered by all competitors)

Filter coffee selection

(offered by most competitors)

Order ahead

(offered by most competitors)

Product preview information

(offered by most competitors)

Recipes for at home brewing

(offered by most competitors)

Summary

Key Functionalities	Onyx Coffee Lab	Bird Rock Coffee Roasters	Verve Coffee	Blue Bottle Coffee	Lofty Coffee
Coffee bean recommendation	X		X		
Quick add to cart	X		X	X	X
Map of locations			X	X	X
Interactive menu					
Mailing list	X	X	X	X	
Subscription + wholesale system	X	X	X	X	X

Summary (cont.)

Key Functionalities	Onyx Coffee Lab	Bird Rock Coffee Roasters	Verve Coffee	Blue Bottle Coffee	Lofty Coffee
Log-in	X	X	X	X	X
Ratings and reviews			X	X	X
Filter coffee selection	X	X	X		
Order ahead		X	X	X	X
Product preview information	X	X	X	X	

Coffee bean recommendation

Assisting users in selecting the correct coffee beans that fit them

ESPRESSO

I predominantly enjoy coffee as an espresso and plan to brew my coffee that way.

☒

FILTER

I like brewed coffee from a manual pour over or from a coffee machine. I'm planning to make my coffee using one of these methods.

☒

MODERN

I really enjoy unexpected flavors in coffee - citrus, fruits, teas, sweetness. I'm totally interested in trying different processes and flavor profiles.

☒

TRADITIONAL

Coffee should taste like coffee - chocolate, caramel, nuts, and should be easy to enjoy on its own or with cream and sugar. I'm not looking to get crazy here.

☒

CANCEL SAVE

Onyx Coffee includes a "Help Me Choose" feature that helps users pick a coffee they prefer

Where are you on your coffee journey?

Each of us has a different level of knowledge about coffee types, brewing methods, and roasting. We'll make personalized suggestions based on where you are in your coffee journey.



Coffee Curious



Casual Coffee Lover



Coffee Connoisseur

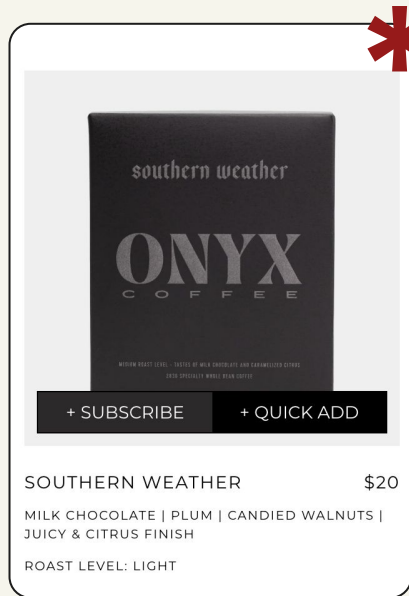


Pretty much a barista

Verve Coffee provides users with a short quiz to help them select the correct coffee

Quick add to cart

Allow users to quickly add a product without going into the products page on the desktop



Onyx Coffee provides users to add an item to the cart without viewing the page



Verve Coffee provides a quick add button when hovering over the item



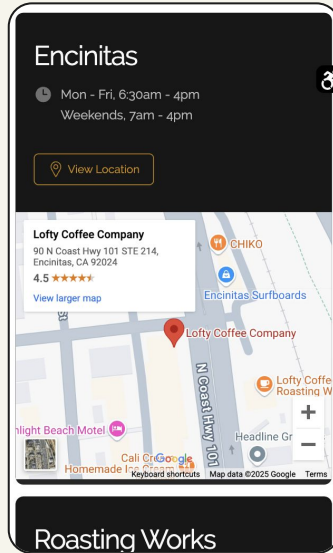
Blue Bottle Coffee provides an add to cart option when hovering over the item



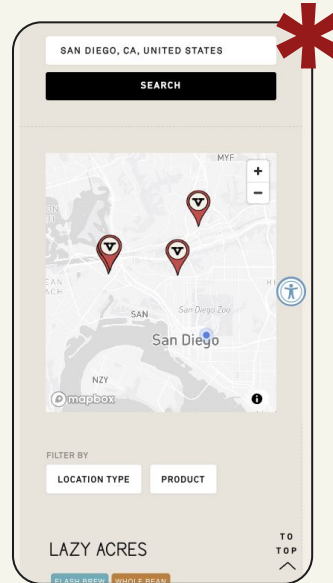
Lofty Coffee provides an add to cart option when hovering over the item

Map of locations

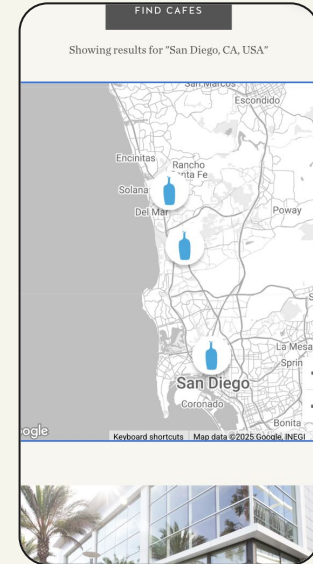
Map that shows visitors the different locations of their stores and coffee bean purchase points



Lofty Coffee shows visitors a Google Maps pin for each of their locations



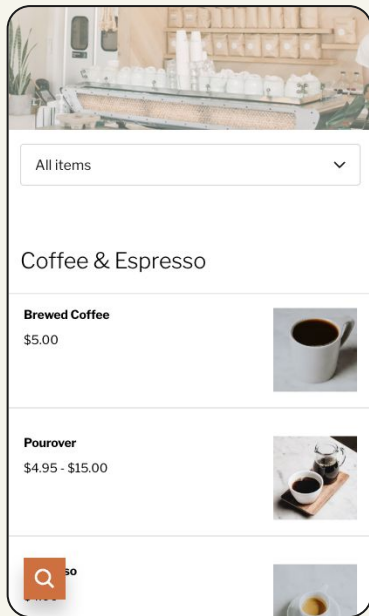
Verve coffee has an interactive map that shows visitors their nearby cafe and retail locations



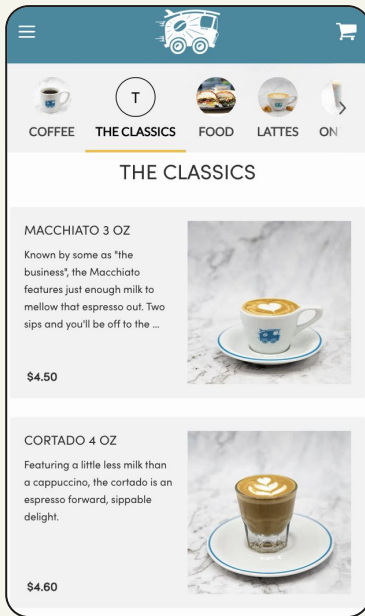
Blue Bottle has a map showing locations in areas users search

Order Ahead

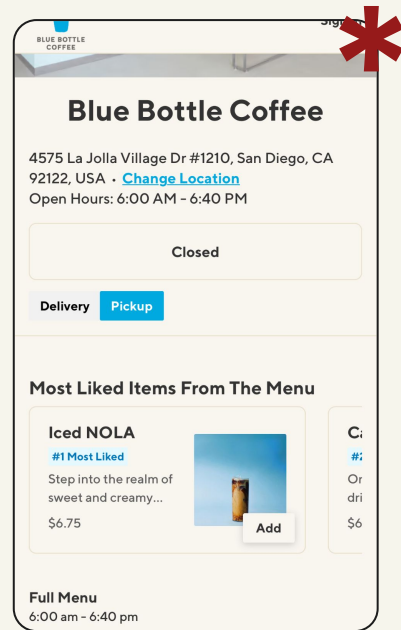
Users are given the option to order before arriving



Verve Coffee - users can order ahead. Items are organized in multiple categories



Bird Rock Coffee - users can browse their menu and order ahead



Blue Bottle - users are able to order ahead of time. Recommendations and descriptions are given.

Mailing list

An option for users to join the business' mailing list to receive updates and special offers

Onyx Updates

Join our pilgrimage— seeking quality, truth and accountability in coffee. Sign-up on our email list below to join the Onyx Coffee Society. This will give you first access to special offerings, discount codes, brew videos and secrets ...shhhh!...

GO

Onyx Coffee offers a mailing list for first access to special offers and discount codes

SUBSCRIBE AND STAY UPDATED

Join our email newsletter for exclusive offers, Blue Bottle news, events, and first access to our most exciting releases. Plus, get complimentary shipping on your first purchase when you sign up.

[PRIVACY POLICY & TERMS](#)



Blue Bottle Coffee offers a newsletter for exclusive offers, news, events, and first access. Near other contacts (social media).



BE THE FIRST TO KNOW!



Subscribers will receive first access to special offers and limited releases.

SUBSCRIBE

Verve Coffee offers a mailing list for first access to special offers and limited releases

MAILING LIST

Sign up for our mailing list to stay up to date on all of our latest coffee drops, merch releases, and cafe happenings!



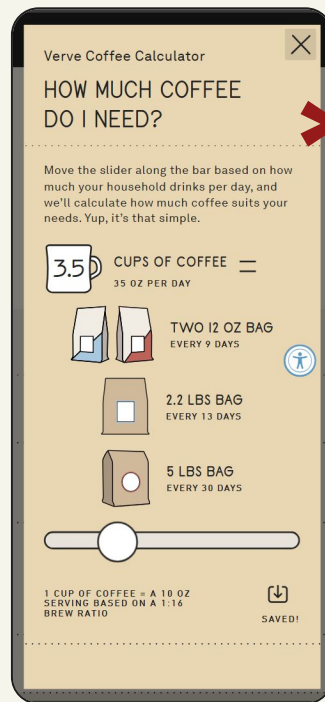
Bird Rock Coffee Roasters offers a mailing list for updates about latest coffee drops, merch releases, and cafe events

Subscription System

Customers can start a coffee subscription



Onyx Coffee offers users a scale where they can store their coffee and once they are low, the scale will automatically place a new order.



Verve Coffee provides users with a calculator to determine how much coffee they need based on how often they drink it. More appropriate for smaller business with lower budgets.

Subscription System (cont.)

Customers can start a coffee subscription

☒ ONE TIME ORDER

- ✓ Freshly Roasted
- ✗ Free Shipping
- ✗ Cancel Anytime
- ✗ Up to 17% Savings

☐ SUBSCRIBE & SAVE

- ✓ Freshly Roasted
- ✓ Free Shipping
- ✓ Cancel Anytime
- ✓ Up to 17% Savings

NEED HELP CHOOSING A SIZE?

Blue Bottle Coffee offers a one time order option or a subscribe and save option

Purchase Options


One-time Purchase


Subscribe and Save

DELIVERY FREQUENCY

☒ Weekly Subscription \$19.00 / delivery

☐ Monthly Subscription \$19.00 / delivery

☐ Every 3 Weeks Subscription \$19.00 / delivery

☐ Every 2 Weeks Subscription \$19.00 / delivery

☐ Every 6 Weeks Subscription \$19.00 / delivery

 Subscription details >

Lofty Coffee allows users to pick the frequency, grind, and size for their subscription.

SIZE: Choose Options ▼

GRIND SELECTION: Whole Bean ▼

SUBSCRIBE: Choose Options ▼

QTY: 1

Choose Options

Delivery every: 1 month

Delivery every: 2 month

Add to Wish List ▼

Bird Rock Coffee lets users customize their subscription based on size, grind type, and frequency.

Wholesale System

Allow other businesses to partner with the business for wholesale



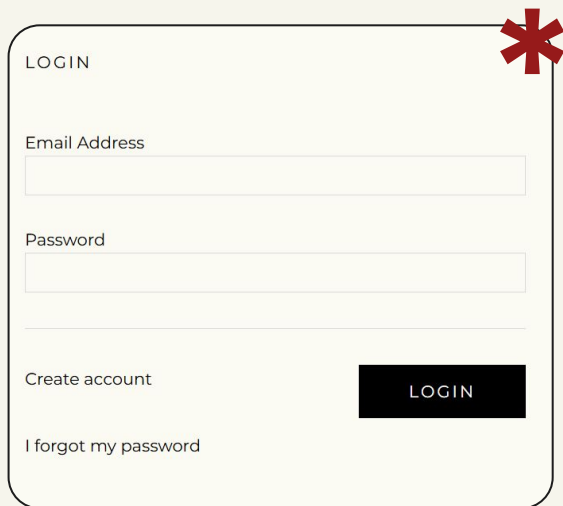
Bird Rock has a dedicated [partners website](#) that allows businesses to become a wholesale partner. Users will be taken to a new page.



Onyx Coffee has a page that allows businesses to sign up if they are interested in wholesale

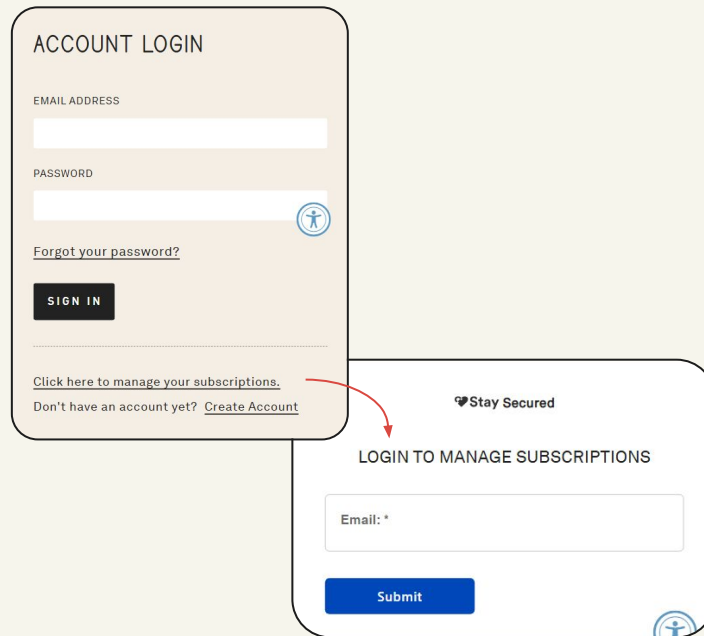
Log-in

A login option to view orders and manage subscriptions



A login form for Onyx Coffee. It features a title 'LOGIN' at the top left. Below it are two input fields: 'Email Address' and 'Password'. At the bottom left, there are two links: 'Create account' and 'I forgot my password'. At the bottom right, there is a black button labeled 'LOGIN'. A large red asterisk is placed in the top right corner of the form.

Onyx Coffee provides a login

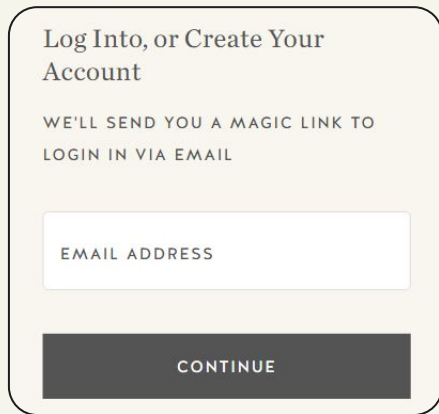


Two login forms for Verve Coffee. The top form is titled 'ACCOUNT LOGIN' and includes input fields for 'EMAIL ADDRESS' and 'PASSWORD'. It has a 'Forgot your password?' link, a 'SIGN IN' button, and links for 'Click here to manage your subscriptions.' and 'Don't have an account yet? Create Account'. The bottom form is titled 'Stay Secured' and 'LOGIN TO MANAGE SUBSCRIPTIONS'. It has an 'Email: *' input field and a blue 'Submit' button. A red arrow points from the 'Click here to manage your subscriptions.' link in the top form to the bottom form. Both forms include a small circular icon with a person silhouette in the bottom right corner.

Verve Coffee provides a login and a different option to manage subscriptions

Log-in (cont.)

A login option to view orders and manage subscriptions

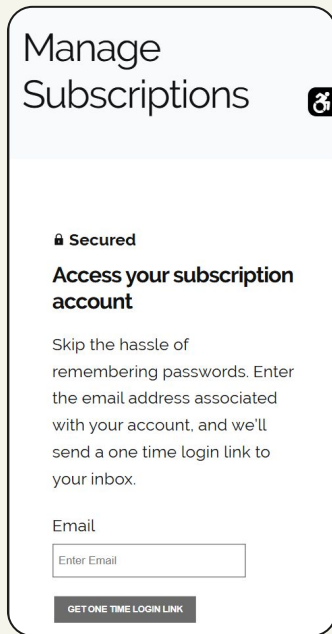


Log Into, or Create Your Account

WE'LL SEND YOU A MAGIC LINK TO LOGIN IN VIA EMAIL

CONTINUE

Blue Bottle Coffee provides a login



Manage Subscriptions

Secured

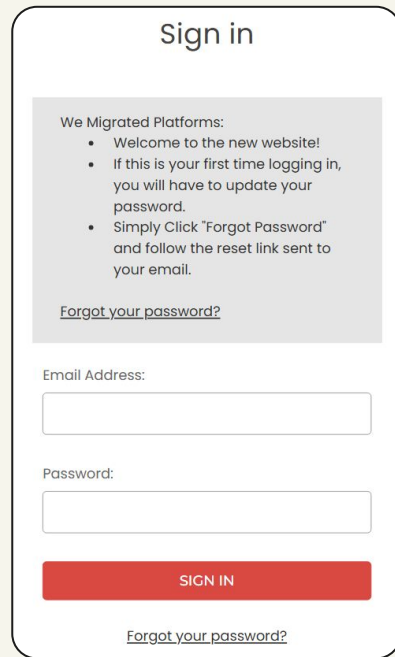
Access your subscription account

Skip the hassle of remembering passwords. Enter the email address associated with your account, and we'll send a one time login link to your inbox.

Email

GET ONE TIME LOGIN LINK

Lofty Coffee provides a way to manage subscriptions



Sign in

We Migrated Platforms:

- Welcome to the new website!
- If this is your first time logging in, you will have to update your password.
- Simply Click "Forgot Password" and follow the reset link sent to your email.

[Forgot your password?](#)

Email Address:

Password:

SIGN IN

[Forgot your password?](#)

Bird Rock Coffee Roasters provides a login to allow users to checkout faster, save items, track orders, and view order history

Ratings & reviews

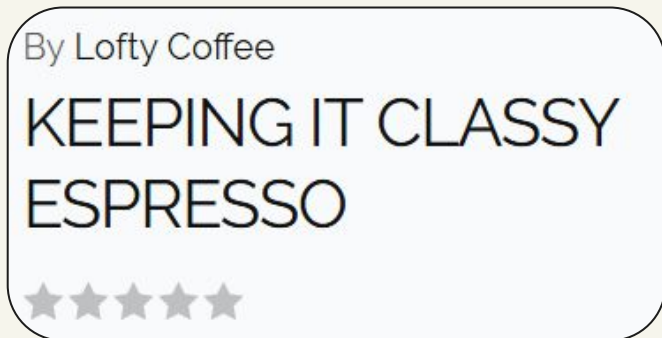
Allow visitors to write and view reviews of products



Verve Coffee allows users to write and view reviews of their products. Reviews will produce a star rating.



Blue Bottle Coffee allows users to write and view reviews of their products, but can't see an overall rating.



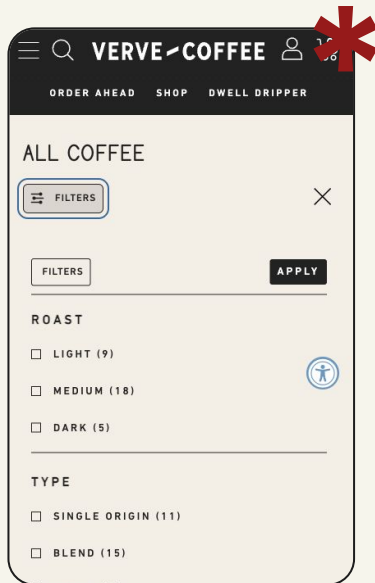
Lofty Coffee allows users to write and view reviews

Filter coffee selection

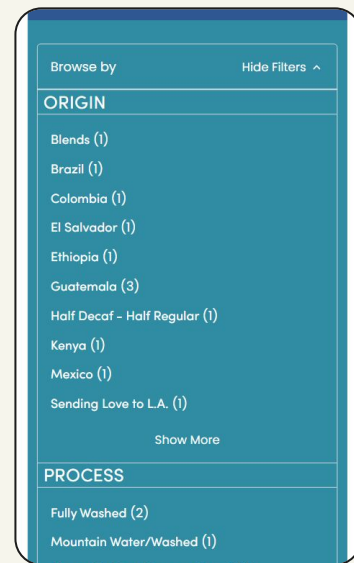
Users can limit what types of products they want to view



Onyx Coffee allows users to filter with many different categories



Verve Coffee provides users with a checkbox to multi-select what they want to view



Bird Rock Coffee lets user select multiple filters, however it is slightly unclear that it is multi-select.

Product preview information

Make information about the product available as a preview without clicking into the product



Signature Blend
The Blvd
\$17.00



Blends
Pour Over Pouch: Single Serve

Various Process

- Bird Rock Blend
- The Blvd
- Other Rotating Options

Blends
Pour Over Pouch: Single Serve
\$2.99

Bird Rock Coffee

Blue Bottle Coffee

Hayes Valley Espresso **BEST SELLER**



Baking chocolate, orange zest, brown sugar
DARK ROAST

Craft Instant Espresso Multiserve **BEST SELLER**

OUR RECOMMENDATION
Craft Instant Espresso starts with the highest quality coffee. We blend and roast it for a rich espresso profile, then transform it into beautiful crystals that dissolve instantly for iced or hot lattes.

EXAMPLE COFFEE
Craft Instant Espresso on repeat

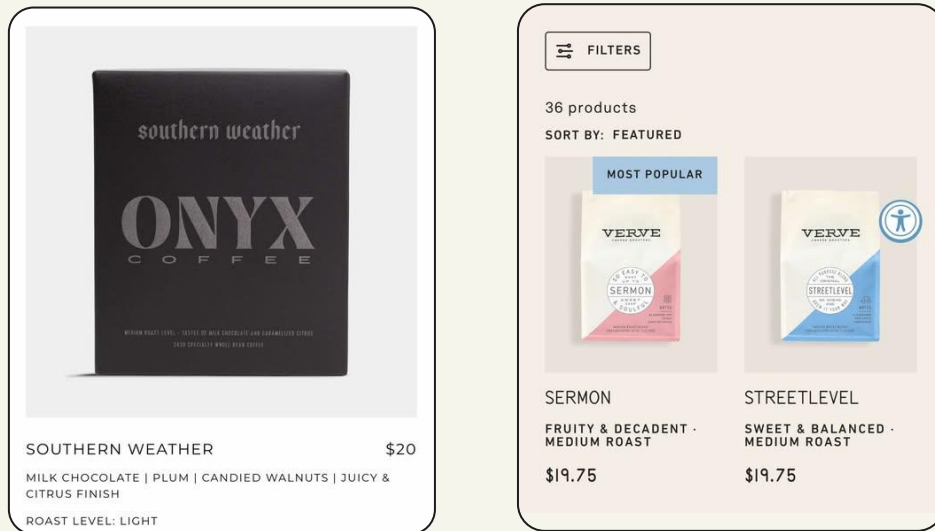
Dark Chocolate, Molasses, Toasted Malt
DARK ROAST

ADD TO CART \$25

Bird Rock Coffee and **Blue Bottle Coffee** both use a hover effect to showcase more information about a product

Product preview information (cont.)

Make information about the product available as a preview without clicking into the product



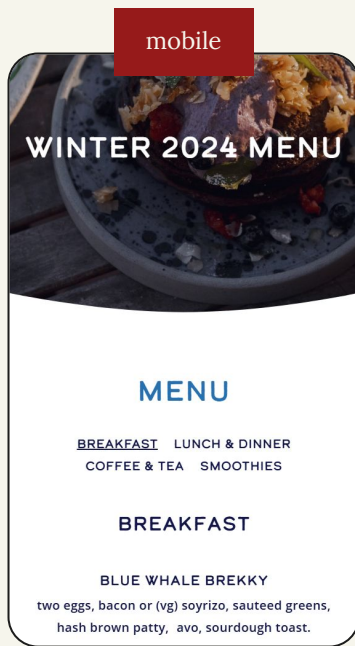
Onyx Coffee and **Verve Coffee** both display brief additional information about the coffee's notes and taste profiles under the name of the product

Additional Functionality

Additional functionality that aren't
included in our direct competitors' sites

Interactive menu

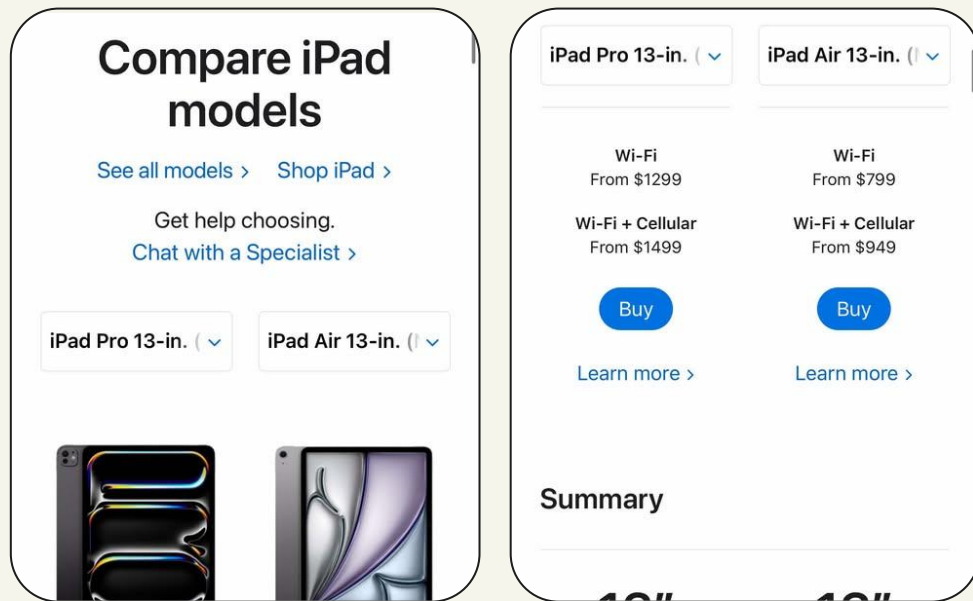
Responsive menus embedded into the website that isn't a static image/pdf file



Blue Whale - for a simple menu, users can press different categories; the menu is responsive across multiple screen sizes

Comparing products

Allow users to compare 2 products they are interested in



Apple allows users to compare 2-3 different products with side by side comparisons for each feature

Serving size customization

Allow users to customize the recipes based on their server or portion size

The interface shows a recipe for bread with the following details:

- Course:** bread
- Cuisine:** Italian
- Prep Time:** 20 min
- Cook Time:** 14 hours
- Total Time:** 14 hours
- Servings:** 1 (18x13-inch) loaf / 2 (13x9-inch)
- Calories:** 191 kcal
- Author:** John Kanell

The **Ingredients** list is updated based on the selected serving size:

- ☐ 0.11 cups warm water 110-120F, (480mL)
- ☐ 0.13 teaspoons active dry yeast (1 packet)
- ☐ 0.06 tablespoon honey
- ☐ 0.28 cups all-purpose flour (600g)
- ☐ 0.06 tablespoon salt
- ☐ 0.44 to 0.56 tablespoons extra virgin olive oil divided
- ☐ Flakey salt
- ☐ Dried or fresh herbs (such as rosemary or thyme)

The right screenshot shows the same recipe with the serving size adjusted to 14 servings:

- Servings:** 14 servings, 1 (18x13-inch) loaf / 2 (13x9-inch)
- Calories:** 191 kcal
- Author:** John Kanell

The **Ingredients** list is updated accordingly:

- ☐ 1.56 cups warm water 110-120F, (480mL)
- ☐ 1.75 teaspoons active dry yeast (1 packet)
- ☐ 0.78 tablespoon honey
- ☐ 3.89 cups all-purpose flour (600g)
- ☐ 0.78 tablespoon salt
- ☐ 6.22 to 7.78 tablespoons extra virgin olive oil divided
- ☐ Flakey salt
- ☐ Dried or fresh herbs (such as rosemary or thyme)

<https://preppykitchen.com>

allows users to adjust the serving size and the ingredients list will update

Order Tracking

Allow users to track orders without logging in

The screenshot shows the Otterbox mobile app interface. At the top, there's a navigation bar with a menu icon, a user icon, the Otterbox logo, a search icon, and a shopping cart icon. Below the navigation bar, a promotional banner reads "Free 2-Day Shipping on U.S. orders over \$50* (see details)". The main section is titled "Check order" and contains instructions: "See your order even if you are not a registered user. Enter the order number and the billing address ZIP code." There are three input fields: "Order number *" (with a red asterisk), "Order Email *" (with a red asterisk), and "Billing ZIP code *" (with a red asterisk). At the bottom, there is a large black button labeled "CHECK STATUS".

The screenshot shows the Zumiez mobile app interface. At the top, there's a blue banner with the text "Shoe Sale up to 60% off ». Below the banner is a navigation bar with a menu icon, the Zumiez logo, a user icon, a shopping cart icon, and a shopping bag icon. Below the navigation bar, there is a search bar with the placeholder text "What are you looking for?". The main section is titled "Look Up Your Order" and contains instructions: "Enter your order number *". There is one input field labeled "Order number". Below the input field, there is a paragraph of text: "You can find your order number in your order confirmation and/or shipping emails. It can also be found under My Orders within My Account." At the bottom, there is a large black button labeled "GET ORDER STATUS". Below the button, there is a note: "Press 'Get Order Status' and scroll down".

Most retail websites allow for order tracking without an account or logging in. The sites we viewed either lacked a clear tracking option or required a login.

Takeaways

- One of our biggest priorities is to accentuate the wholesale and subscription services, as these services do not have great traction on the current website. We can achieve this by adding separate pages for subscription services, and allowing customers to customize their subscription by coffee type, frequency, etc. similar to **Lofty Coffee** and **Bird Rock Coffee**. For the Wholesale service, adding more detail to the service by including relationship goals and wholesale benefits can give interested customers more information about the service. **(Onyx Coffee)**
- The current website does not have a filter system in the shop. Filtering systems are meant to help users personalize their search experience, helping them sort out what they want by categories.
- Visitors need to see product reviews in order to gain insight of product quality and help them make decisions for their purchase. The current website states there are reviews, but these reviews cannot be seen in the product page.

Content

Content we want to include in our
website

Summary

Content	Onyx Coffee Lab	Bird Rock Coffee Roasters	Verve Coffee	Blue Bottle Coffee	Lofty Coffee
Information for each location	X	X	X	X	X
Recipes for at home brewing	X		X	X	X
Highlights reviews and achievements	X	X	X		
Feature their seasonal products		X	X	X	

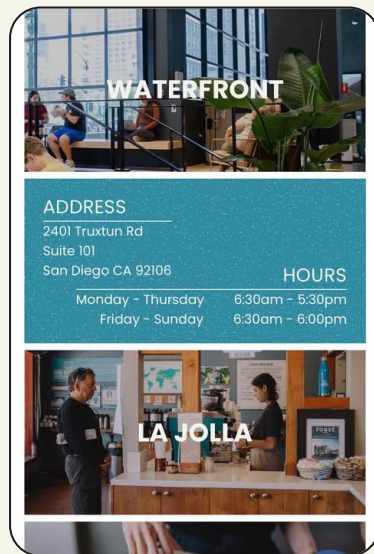
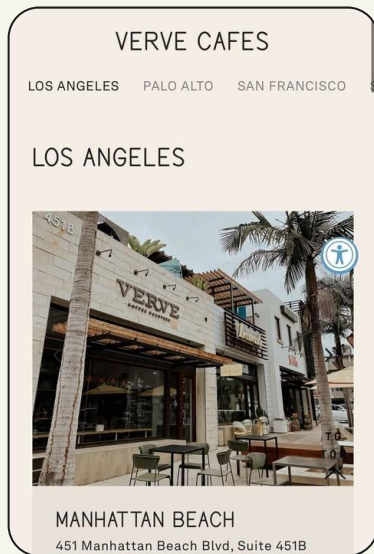
Summary

Content	Onyx Coffee Lab	Bird Rock Coffee Roasters	Verve Coffee	Blue Bottle Coffee	Lofty Coffee
Short company background	X	X	X	X	
Product sourcing	X		X		X
Videos of coffee roasting/production		X		X	
Detailed descriptions for each coffee blend	X	X	X	X	X

Information for each location

Detailed information about cafe location hours, address, and phone number

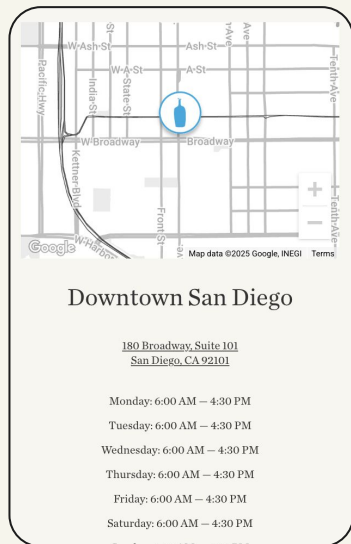
Verve Coffee sorts the locations based on cities and shows basic information (address, phone number). A carousel of images of each location is provided (interior and exterior).



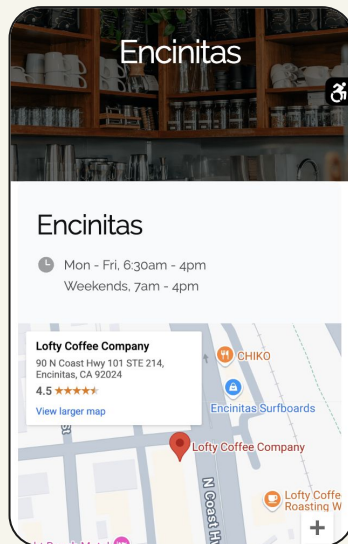
Bird Rock Coffee has their locations laid information on when user touches each card

Information for each location

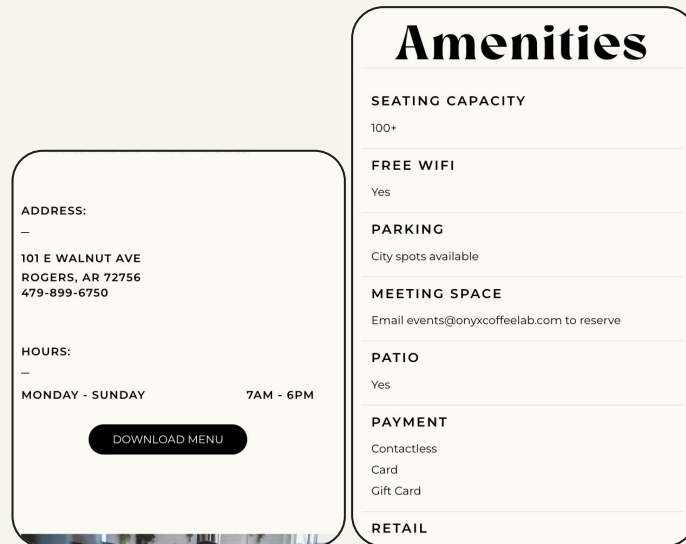
Detailed information about cafe location hours, address, and phone number



Blue Bottle Coffee
provides their
address and
opening hours



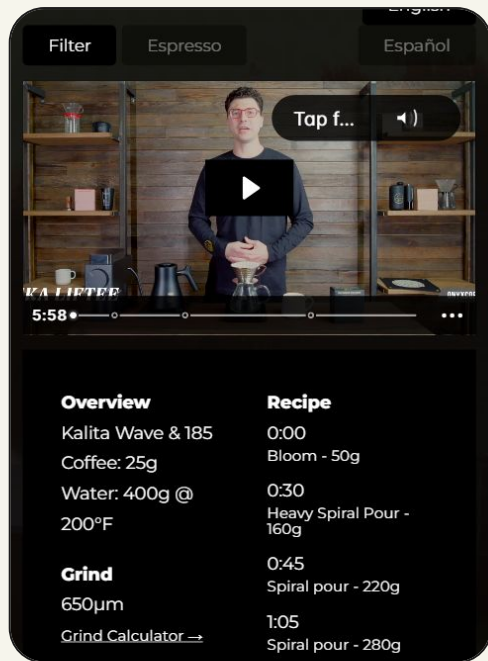
Lofty Coffee
provides their
address and hours



Onyx Coffee provides their address and
phone number. In addition to specific
features in each location.

Recipes for at home brewing

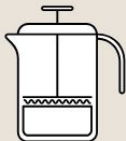
Providing visitors with a guide on how to use their coffee roasts



Onyx Coffee provides an extraction guide for every coffee blend, which includes a video and written instructions

Verve Coffee provides users with instructions to various brewing methods at home

FRENCH PRESS



Coffee	35g
Grind	Coarse
Water	500g
Ratio	1:14
Time	5:00

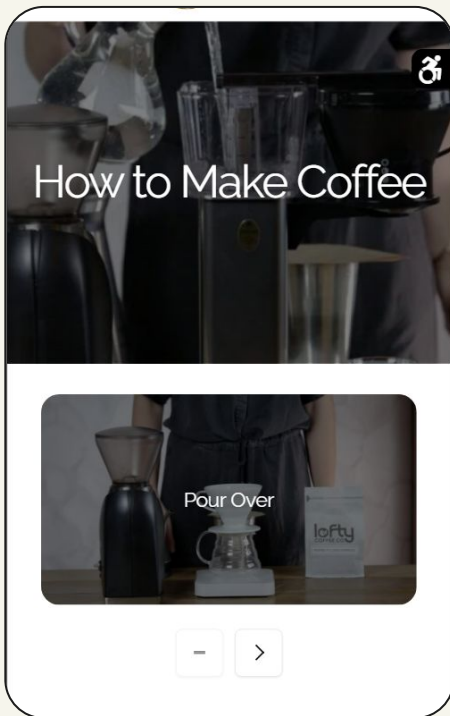
ESPRESSO



Coffee	19.7-20 grams in
Grind	Fine
Water	28-32 grams out
Ratio	N/A
Time	23-26 sec.

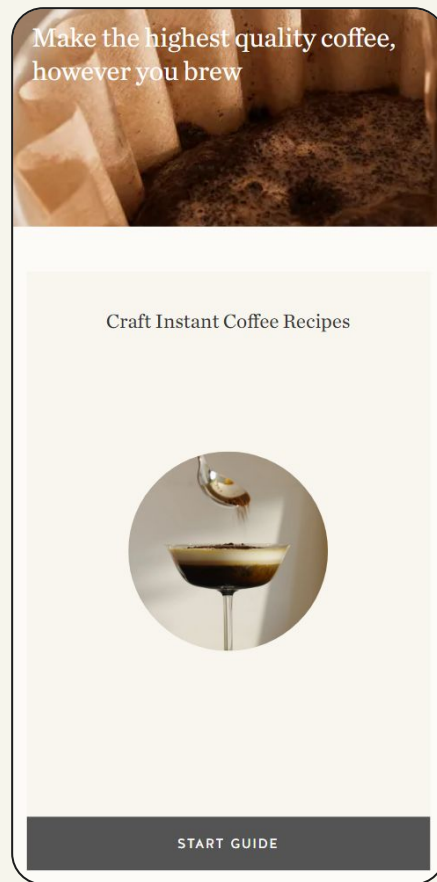
Recipes for at home brewing (cont.)

Providing visitors with a guide on how to use their coffee roasts



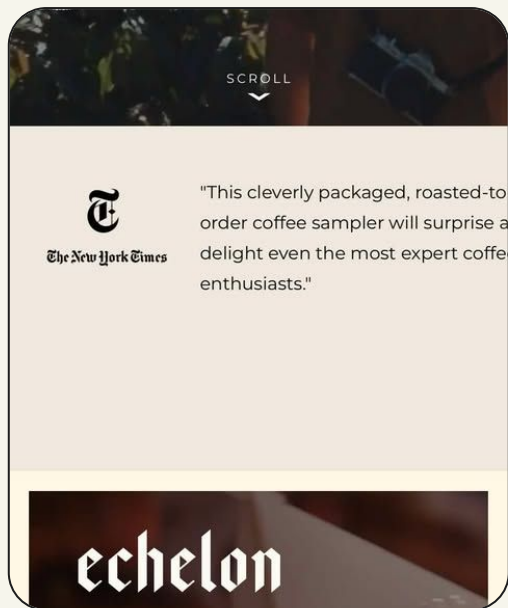
Lofty Coffee provides users video tutorials of how to make coffee with different appliances

Blue Bottle Coffee provides an extraction guide for every coffee blend, which includes a video and written instructions



Highlight rewards and achievements

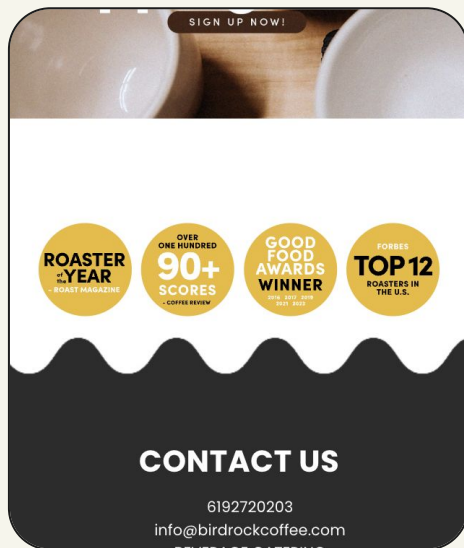
Showcase major achievements, awards, and recognitions to showcase success and growth



Onyx Coffee has an animated banner that showcases their testimonials, as well as one that lists all the awards they've received

Highlight rewards and achievements (cont.)

Showcase major achievements, awards, and recognitions to showcase success and growth



Bird Rock has badges near the bottom of the page to display all their achievements and awards



Verve has a dedicated section of the home page that showcases their roaster of the year award

Feature their seasonal products

Advertise new and seasonal products on the homepage



Blue Bottle Coffee features a discount on Valentine's products



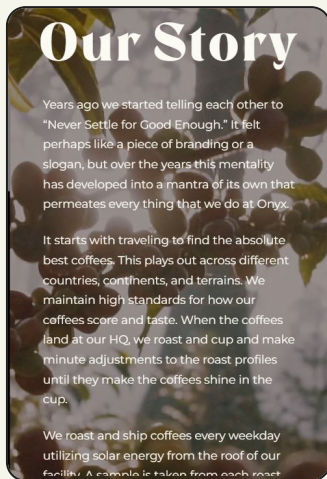
Verve Coffee highlights their seasonal blend at the top of the homepage



Bird Rock Coffee Roasters features their Valentine's collection on the homepage

Short company background

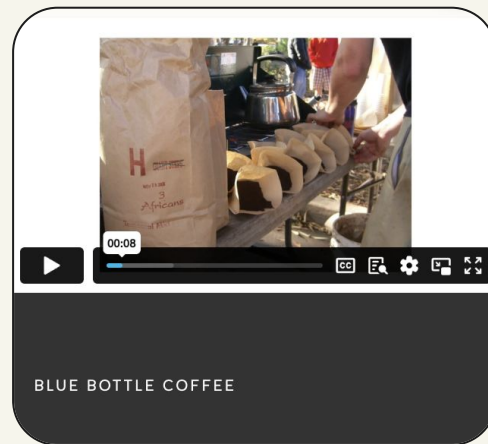
Inform users about the foundation and values of their company



Onyx Coffee provides an extraction guide for every coffee blend, which includes a video and written instructions



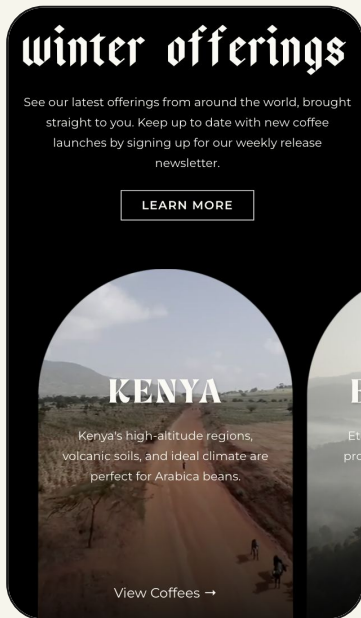
Verve Coffee provides users with instructions to various brewing methods at home



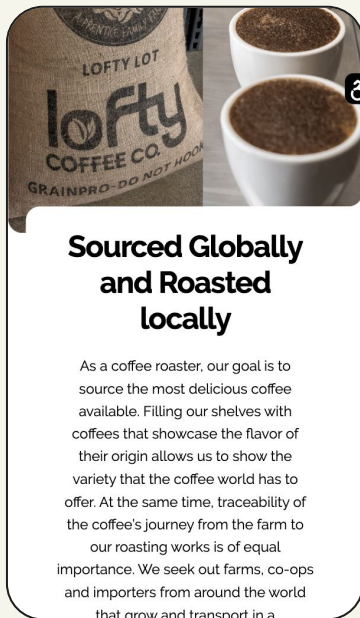
Blue Bottle Cafe displays a video that explains the origins of their coffee business and how it is crafted

Product sourcing

Full transparency about coffee bean sourcing



Onyx Coffee provides an description of their sourcing locations



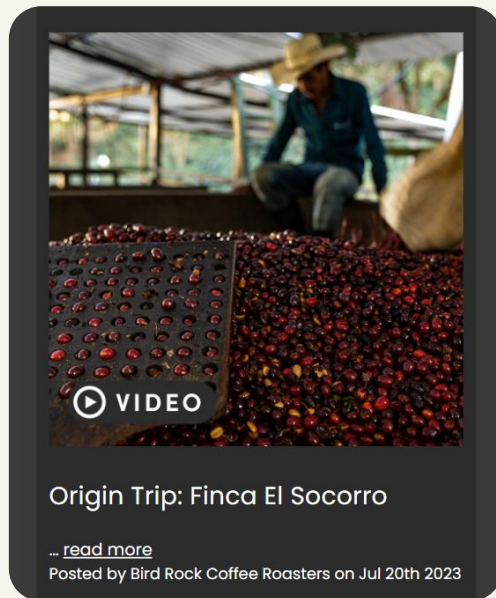
Lofty Coffee provides users with a sourcing background in their about section



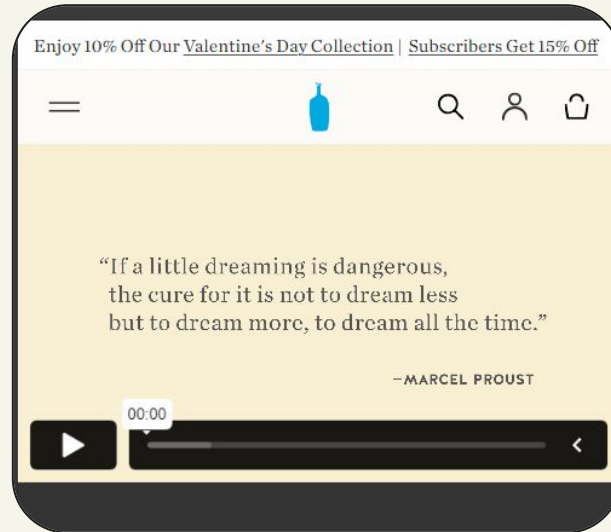
Verve Coffee includes a page showing their sourcing and their Nursery Project

Videos of coffee production

Videos showcasing the production process of the coffee, from bean to brew



Bird Rock Coffee Roasters has a blog where people can view videos of their coffee origins



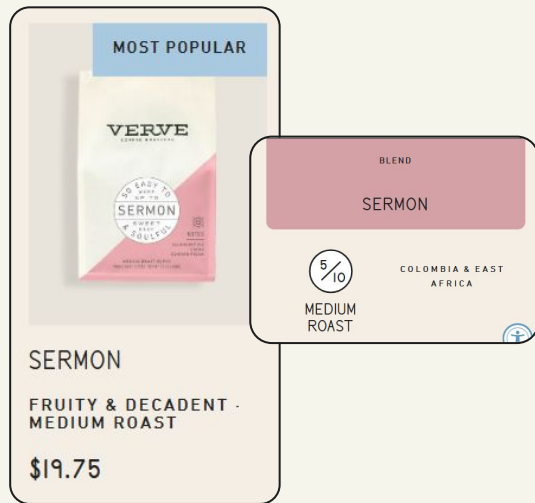
Blue Bottle Coffee has a video on their “Our Story” page where you can view their process

Detailed descriptions for each coffee blend

Provide in-depth descriptions of each coffee blend, featuring flavor profiles, origins, and other elements



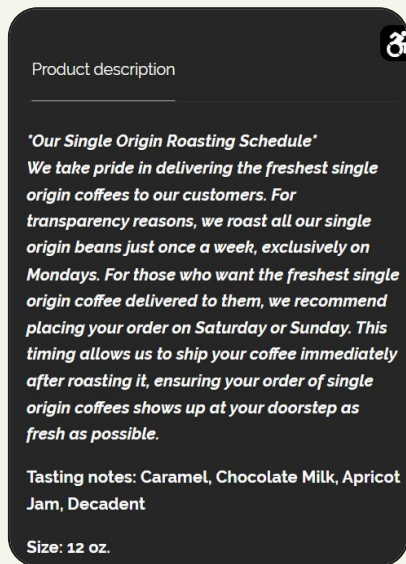
Onyx Coffee provides flavor notes and many different details about each blend (origin, the process, roasting, etc)



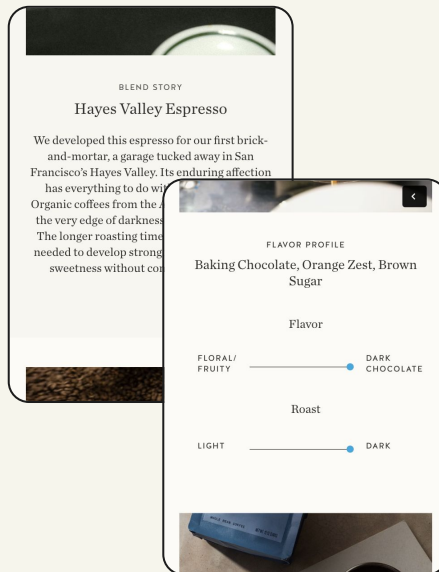
Verve Coffee includes the coffee notes under the name of the blend on the shop page as well as the roast rating in the product description

Detailed descriptions for each coffee blend

Provide in-depth descriptions of each coffee blend, featuring flavor profiles, origins, and other elements



Lofty Coffee lists the coffee origins as well as the tasting notes under each blend



Blue Bottle Cafe provides information on flavor profiles and background



Bird Rock Coffee Roasters provides a roast level and coffee notes for each blend

Takeaways

- Most of these websites display awards and achievements, which can help a brand establish credibility and trustworthiness, inclining visitors to purchase the product. Seven Seas Roasting Co. has been voted #1 Coffee in San Diego, this should be displayed on the website.
- Each Seven Seas cafe location is distinct with their own unique touch, and should be displayed on the website to reflect this. **Bird Rock Coffee** dedicates an exclusive page for their cafes which showcases them with unique photos and respective pages for each, incorporating a carousel of images and short description of each location.
- **Onyx Coffee** and **Lofty Coffee** do a good job at detailing the origins of their coffee and a general description describing its flavor. While our website does this, clear indicators can help visitors better understand what they are looking at. **Onyx Coffee, Blue Bottle Coffee,** and **Verve Coffee** all employ interface tools such as labels and information cards to provide descriptions in a visually engaging way.

Site Architecture

How are the competitor's websites structured?

	Onyx Coffee Lab	Bird Rock Coffee Roasters	Verve Coffee	Blue Bottle Coffee	Lofty Coffee
Shop		X		X	X
Bestsellers				X	
Subscriptions	X		X	X	X
Coffee	X	X	X		
Goods/Merch	X		X		
Cafes/Location	X	X	X	X	X
Learn more	X	X		X	
Sign in	X	X	X	X	X
Wholesale		X			
Services	X	X			
Story			X		X
Order Online		X			X

	Onyx Coffee Lab	Bird Rock Coffee Roasters	Verve Coffee	Blue Bottle Coffee	Lofty Coffee
Shop		All Merchandise Brew Drink Wear Espresso Machines Grinders		Coffee Gifts and Bundles Craft Matcha Drinkware Brew Tools Snack Bars Coffee and Gift Subscriptions	Coffee Merchandise Tea Gift Card
Bestsellers					
Subscriptions	Coffee Tea Doyenne Gifts Echelon		Subscriptions Gift Subscriptions Learn More		Pre-paid Pay As You Go Manage Subscription
Coffee	All Coffee Box Sets Subscribe Doyenne Collaborations	Blends Single Origin Blue Label Subscriptions	All Coffee New Arrivals Blends Single Origins Farmlevel Reserve Craft Instant Ready to Drink		
Goods / Merch	Honey Apparel Drinkware		Shop All Brewing		

Primary Labels (cont.)

	Onyx Coffee Lab	Bird Rock Coffee Roasters	Verve Coffee	Blue Bottle Coffee	Lofty Coffee
Learn more	X	X		X	
Sign in	X	X	X	X	X
Wholesale		X			
Services	X	X			
Story			X		X
Order Online		X			X

	Onyx Coffee Lab	Bird Rock Coffee Roasters	Verve Coffee	Blue Bottle Coffee	Lofty Coffee
Shop		All Merchandise Brew Drink Wear Espresso Machines Grinders		Coffee Gifts and Bundles Craft Matcha Drinkware Brew Tools Snack Bars Coffee and Gift Subscriptions	Coffee Merchandise Tea Gift Card
Bestsellers					
Subscriptions	Coffee Tea Doyenne Gifts Echelon		Subscriptions Gift Subscriptions Learn More		Pre-paid Pay As You Go Manage Subscription
Coffee	All Coffee Box Sets Subscribe Doyenne Collaborations	Blends Single Origin Blue Label Subscriptions	All Coffee New Arrivals Blends Single Origins Farmlevel Reserve Craft Instant Ready to Drink		

Secondary Labels (cont.)

	Onyx Coffee Lab	Bird Rock Coffee Roasters	Verve Coffee	Blue Bottle Coffee	Lofty Coffee
Goods/Merch	Honey Apparel Drinkware Equipment Chocolate Accessories		Shop All Brewing Merchandise Gift Cards		
Cafes/Location	Fayetteville Rogers Bentonville Momentary Bionics	Waterfront Liberty Station La Jolla Little Italy Morena Blvd Torrey Pines Baby Bird Bressi Ranch Encinitas UCSD The Village			Encinitas Solana Beach Roasting Works La Costa Cafe Little Italy Cafe and Bakery Carlsbad State Street
Learn more	Classes Find My Roast Grind Sizes Brew Guides FAQ	About Us Cupping Events DEI Blog Video Blog Farms		Contact Us Corporate Gifting Shipping FAQs FAQS Samra FAQs Gift Cards Gift Subscriptions	

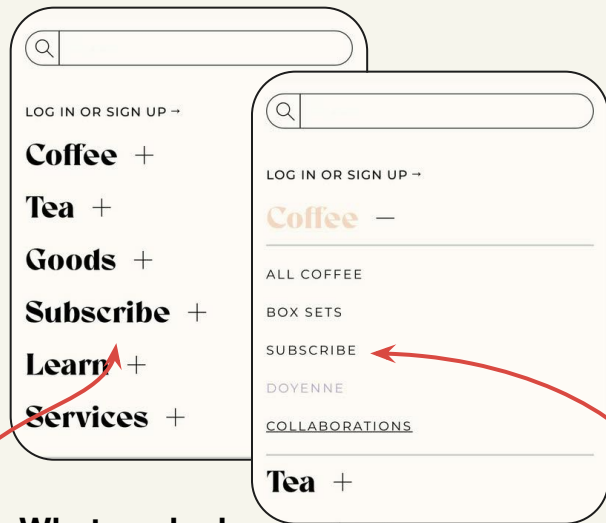
Secondary Labels (cont.)

	Onyx Coffee Lab	Bird Rock Coffee Roasters	Verve Coffee	Blue Bottle Coffee	Lofty Coffee
Sign in					
Wholesale					
Services	Wholesale Consulting Espresso Repair Private Events Catering				
Story					Bakery Coffee Roaster How to Make Coffee
Order Online					Apple App Store Google Play Store Order Online Now

Navigation

How do users navigate the website?
What works and what doesn't work?

Onyx Coffee Lab



What worked

Multiple entry points to important services (e.g. multiple labels lead to subscription)



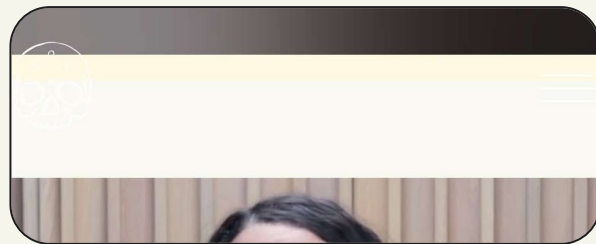
What didn't work

Some buttons brought user to unexpected pages ("menu for every cafe" doesn't bring you directly to the menus; instead it takes you to a list of their locations, then you click into a location to download their menu)

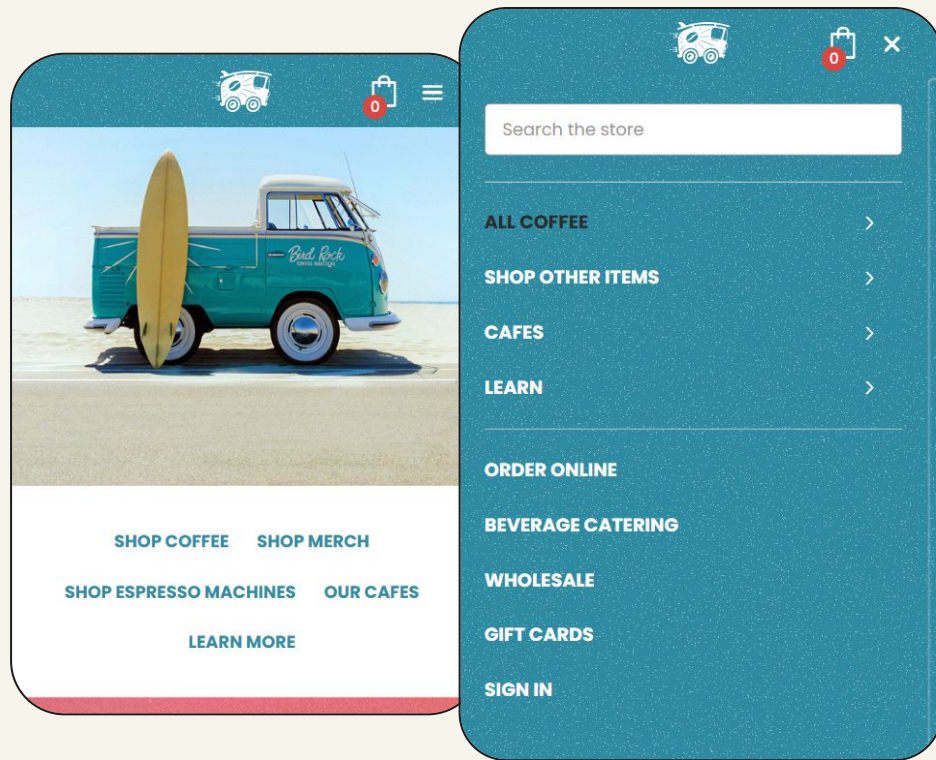


What didn't work

Sticky header bar was transparent and hard to see at times



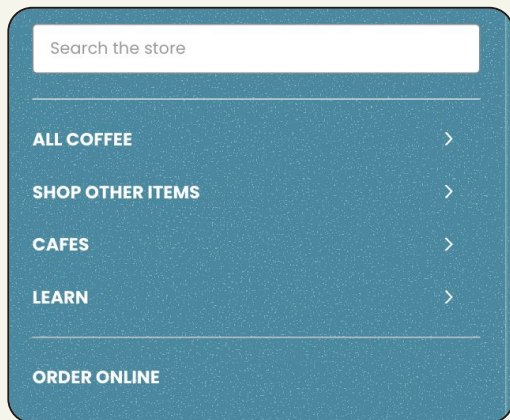
Bird Rock Coffee



What worked

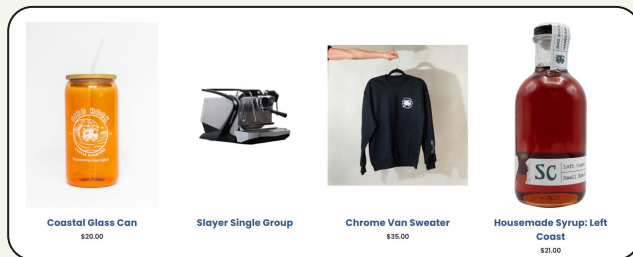
The mobile site has a sticky navigation bar with the hamburger menu that brings up organized categories. The search bar clearly indicates that the search is for the store. Under the homepage banner, there is a simplified navigation bar.

Bird Rock Coffee



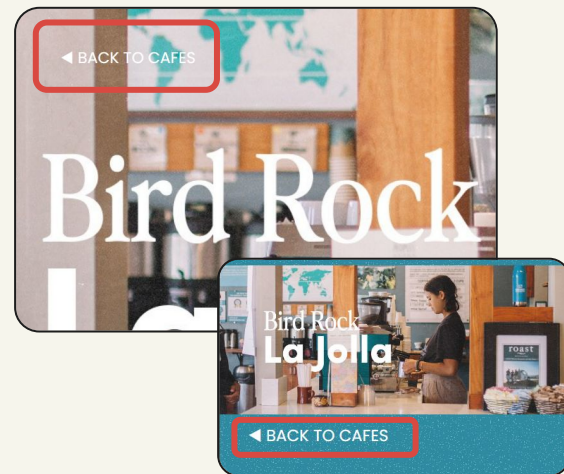
What didn't work

"Cafes" wording may be vague; visitors may not know it refers to their different locations



What didn't work

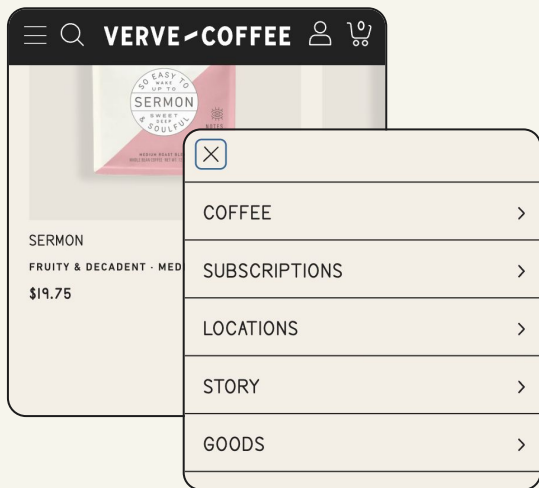
The merchandise page is organized poorly, making it easy to get overwhelmed when searching for a specific type of product.



What didn't work

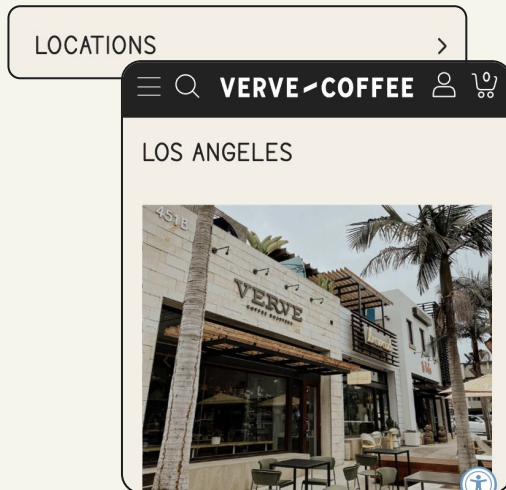
The navigation bar for desktop isn't sticky. The buttons are inconsistent since after clicking on a specific location, the "back to cafes" for mobile works (bottom right) and the desktop version (top left) does not.

Verve Coffee



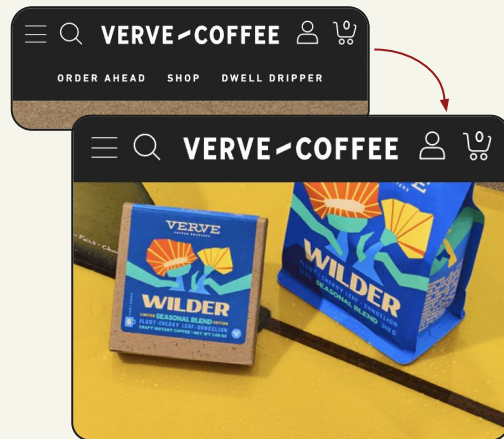
What worked

Sticky navigation bar with clear and concise category names



What didn't work

Locations category don't have subcategories requiring users to scroll to which location they'd like to view



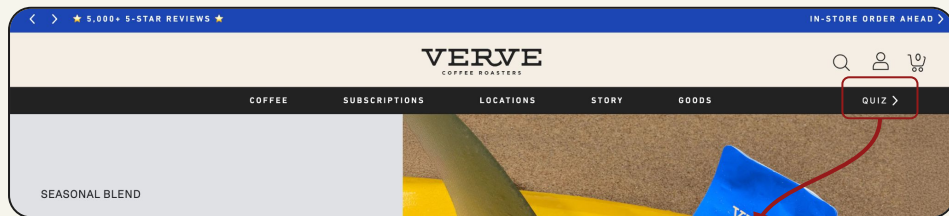
What didn't work

After scrolling, "order ahead" button disappears, which is the only way users can view the menu.

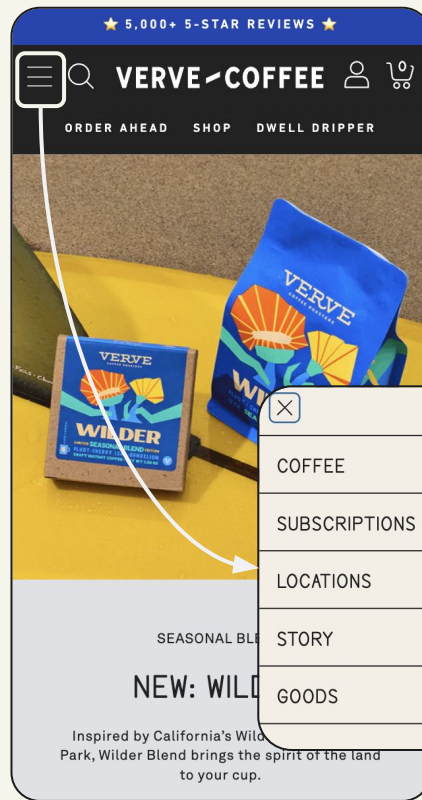
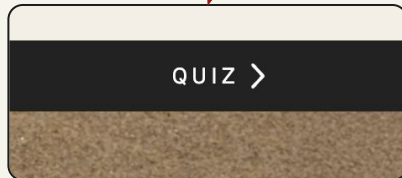
Verve Coffee

What didn't work

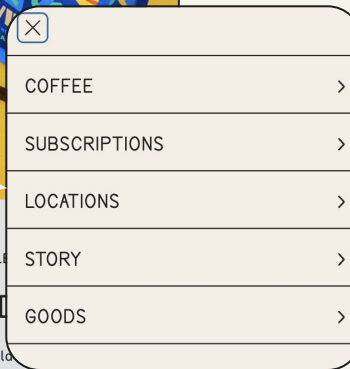
Inconsistency between desktop and mobile.



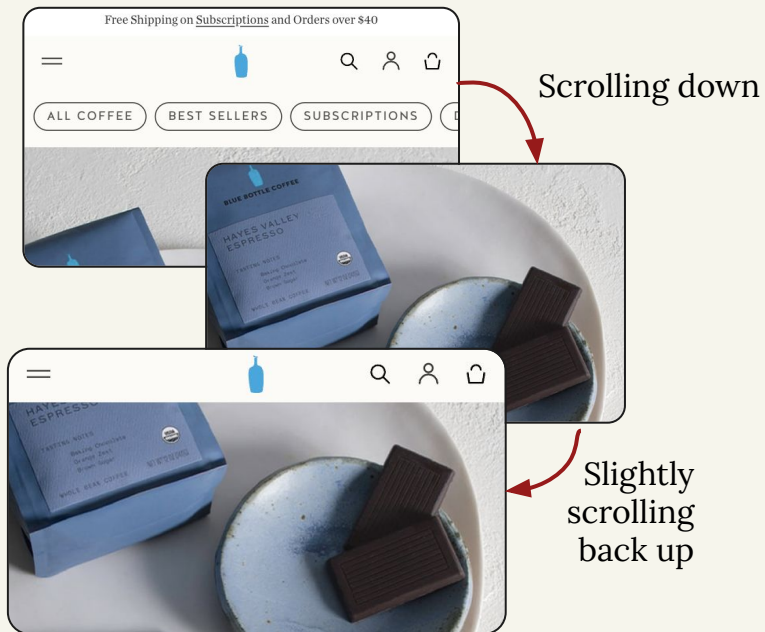
Desktop: There is easy access to the coffee quiz on the desktop since it is on the navigation bar.



Mobile: "Quiz" disappears from the navigation bar and is not in the hamburger menu.



Blue Bottle Coffee



SHOP

BEST SELLERS

SUBSCRIPTIONS

GIFT SUBSCRIPTIONS

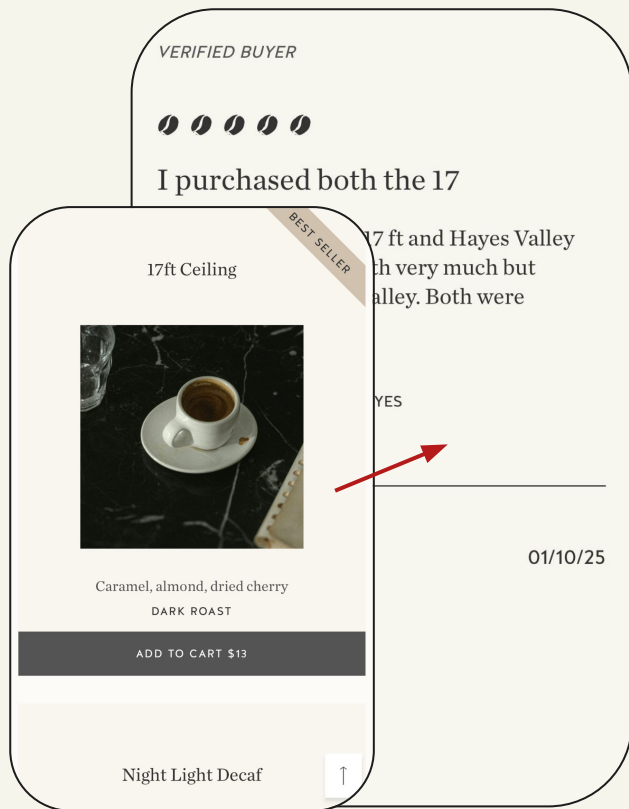
What worked

Clear and concise navigation names.

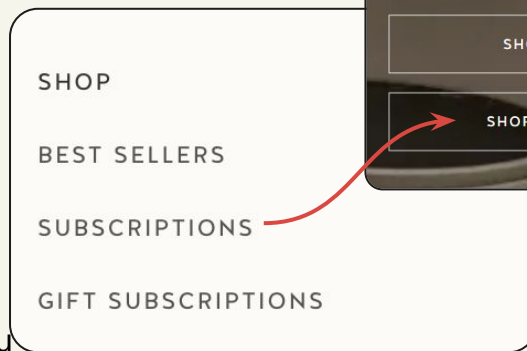
What worked

The navigation bar disappears when the user scrolls down which reduces clutter. But it will reappear when the user slightly scrolls back up

Blue Bottle Coffee



What didn't work
Sometimes when clicking on an item from the shop, it will bring you to the bottom of the page, near the reviews



Fresh Roasted Specialty Coffee Subscription

Choose Your Coffee

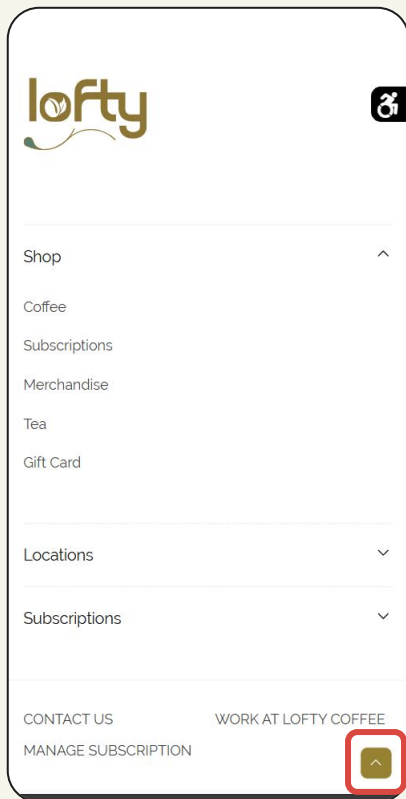
SHOP SUBSCRIPTIONS

SHOP GIFT SUBSCRIPTION

What didn't work

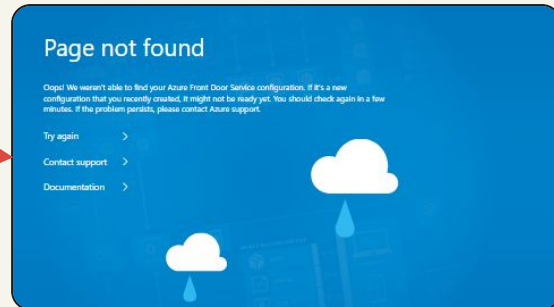
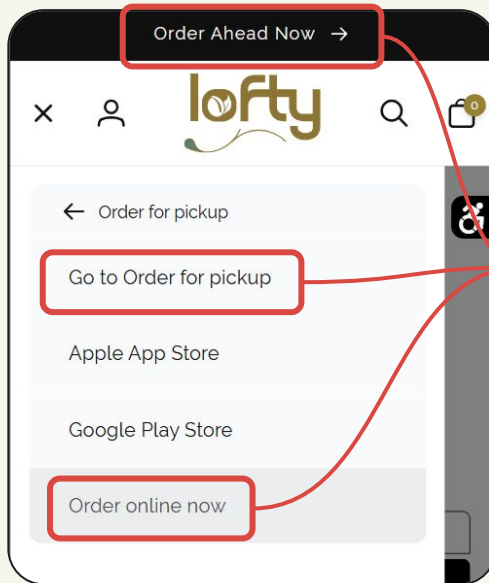
Clicking on subscriptions gives the user an option to view personal subscriptions and gift subscriptions, so it's redundant to have gift subscriptions listed multiple times.

Lofty Coffee



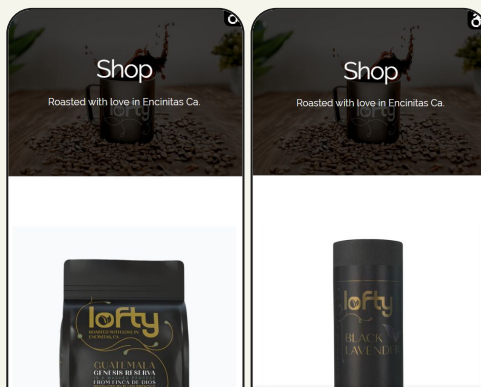
What worked

Navigation menu and arrow back to the top located at the bottom of the page.



What didn't work

The page provides multiple entries to order online, but clicking on it sends the user to broken page.



In the shop section, different merchandise items are on separate pages despite having the same top banner, forcing the user to go back and forth if they want to view different merchandise items.

Takeaways

- Use a sticky header bar so navigation menu is accessible at all points of the page
 - Additionally, consider designing a navigation bar that disappears when user scrolls down, but reappears when they scroll up
- Provide multiple entry points into the most important services that the business offers.
 - For example, **Onyx Coffee** provides multiple buttons on the navigation bar and within the page to enter their coffee products page
- Use clear and concise category names/labels, so that users can easily tell what each page is without being confused (e.g. how **Blue Bottle Coffee** only has 4 primary labels on the navigation bar)
- Make sure that the buttons lead to logical pages without unexpected behavior

Good Design Ideas

What the competitors do well

Onyx Coffee Lab

After review Onyx Coffee's site, we found that their website showcases their locations in much greater detail than other competitors.

Northwest Arkansas



Rogers HQ

101 E Walnut St.
Rogers, AR 72756
479-899-6750



Each location is highlighted with pictures that showcase atmosphere

HQ at the 1907

Located inside a historic building in downtown Rogers, our HQ is built to showcase each part of the coffee supply chain we have a hand in. From green coffee buying and sample roasting, to full production roasting, to training baristas and serving coffee in the cafe, our HQ allows each person working in various roles to see and appreciate each others positions and talents inside of coffee. Amongst our own coffee concepts there's a bakery, a taqueria and mezcal bar, and a twenty seat tasting restaurant, and a high end cocktail bar all created by our favorite chefs and makers in the area.



Paragraph about the origins of individual locations



Amenities

SEATING CAPACITY

100+

FREE WIFI

Yes

PARKING

City spots available

MEETING SPACE

Email events@onyxcoffeelab.com to reserve

PATIO

Yes

Information about amenities (e.g. seating capacity, wifi availability)

Bird Rock Coffee



Just blocks from Waterfront Park and walking distance to Downtown & the heart of Little Italy - this cafe embodies all that is a city cafe. Featuring our



Just blocks from Waterfront Park and walking distance to Downtown & the heart of Little Italy - this cafe embodies all that is a city cafe. Featuring our



Each location includes an animated carousel of images of the location as well as a description.



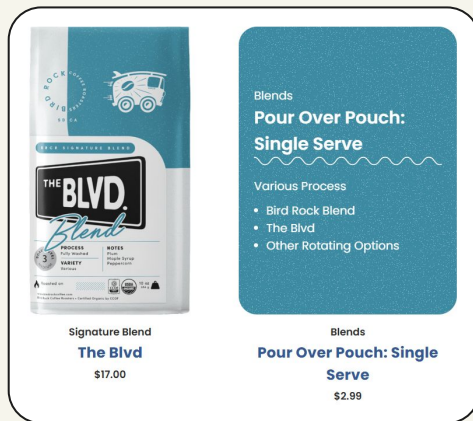
Bird Rock clearly highlights their awards on their homepage.

Verve Coffee

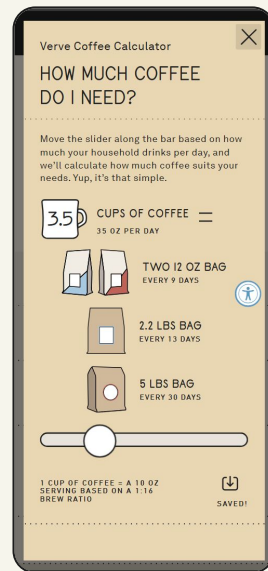
After review Verve Coffee's site, we found that their website offers great features to assist users in picking the correct coffee blend and amount. Quick access to product information.



Provides users with a short quiz to help them select the correct coffee

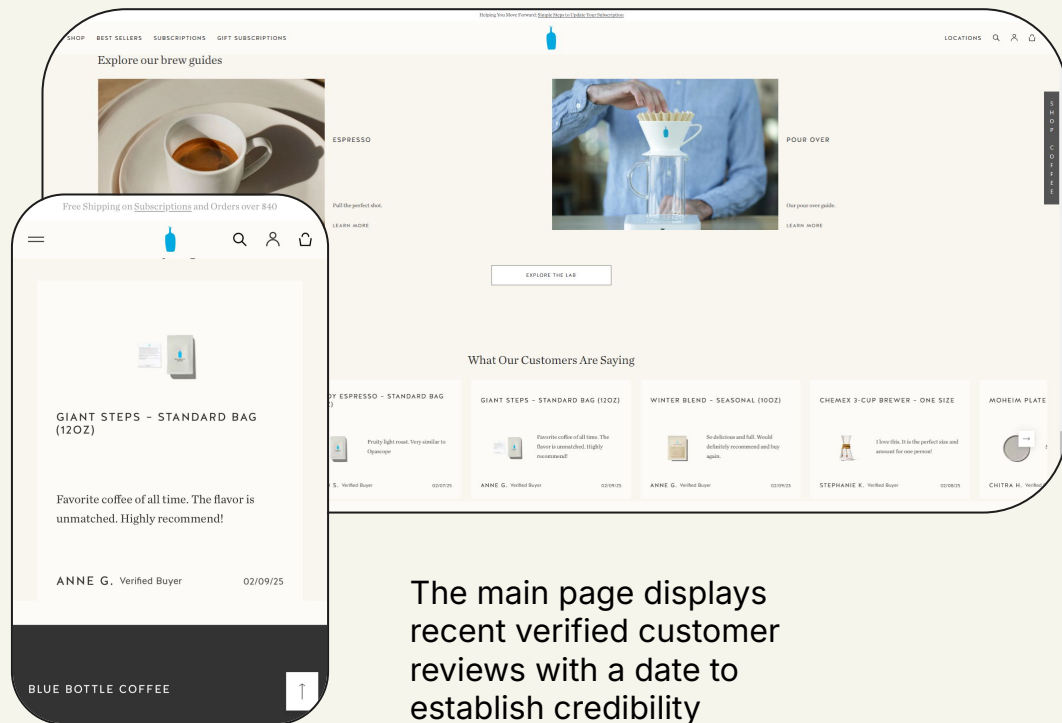


Hover effect to showcase more information about a product



Users with a calculator to determine how much coffee they need based on how often they drink it. More appropriate for smaller business with lower budgets.

Blue Bottle Coffee

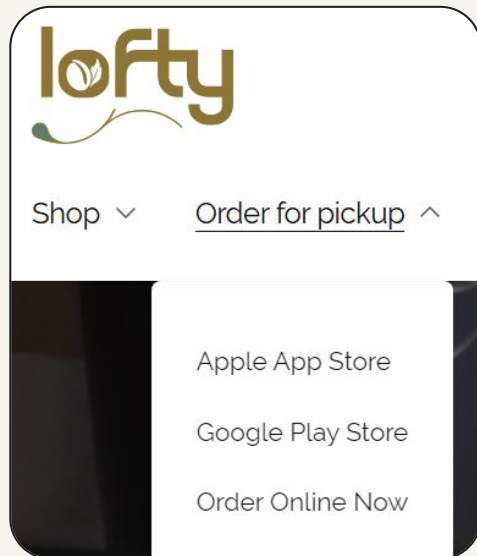


The main page displays recent verified customer reviews with a date to establish credibility

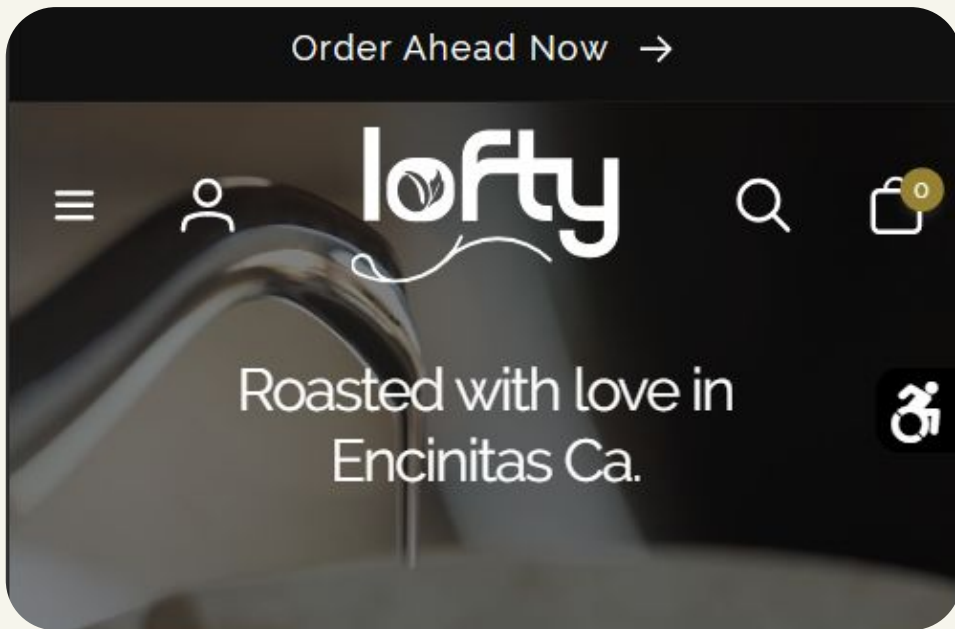


On desktop, products display the container they come in when hovered over, allowing the interface to maintain its aesthetic while providing visual information when needed

Lofty Coffee



The desktop version of this site provides well done animations on hover.



Several pages on this website include animated or video banners, showcasing the coffee beans and coffee served at the location.

Moodboard

Establish look and feel of website; e.g.
color scheme, layouts, and other design
elements

Moodboard 1



Direction 1



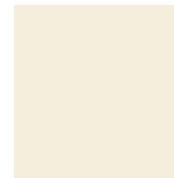
PRIMARY COLORS



HEX: #1D1D1D



HEX: #AE1613



HEX: #F6EEDD



HEX: #AE784B

Colors

Moodboard 2



Direction 2



PRIMARY COLORS



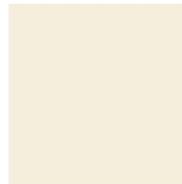
HEX: #1D1D1D



HEX: #701010



HEX: #1D3C3E



HEX: #F6EEDD

Colors

Moodboard 3



Direction 3



PRIMARY COLORS



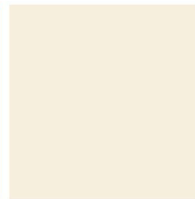
HEX: #294B6A



HEX: #6D1A15



HEX: #A65D33



HEX: #BFA68F



HEX: #5B4A5A

Colors

Takeaways

Brand	• Strong color palette, darker and consistent theme throughout the website • Focus on quality and coffee • Use consistent logos throughout the page, match the full-sized and small-sized logos
Functionality	• Add a filtering option for shop items and merchandise • Add a clear subscription option, possibly even a recommendation function • Add product reviews and order tracking
Content	• Incorporate videos to showcase the coffee, process, and background • Add information, images, and menus for each of the locations • Feature the seasonal products on the homepage • Showcase awards
Site Architecture	• Streamline primary labels so that the secondary labels are less repetitive and easier to see • Include separate pages for each cafe location • Highlight links to social media since Seven Seas Roasting primarily uses Instagram to market
Navigation	• Bring the wholesale and subscriptions to the main navigation • Make the navigation bar sticky on mobile • Make the navigation bar consistent between mobile and desktop • Make the mailing list easier to find
Design	• Include hover animations to bring the website to life • Highlight the sailor/nautical theme